



ORDER

Flight Dates **10/23/12-10/29/12**

Contract / Revision **315207 /** **Sinema / Democrat / Congress**

Original Date / Revision **10/18/12 10/25/12** Agency Com 15%

Billing Contact

Advertiser **Sinema / Democrat / Congre**
1580 Lincoln Street
Suite 510
Denver, CO 80203

Agency **Media Strategies and Resea**

Buying Contact Sales Office KNXVL

1580 Lincoln Street
Suite 510
Denver, CO 80203

Primary Account Executive
 KNXV House

Account Executive	Order%	Start Date	End Date
KNXV House	100%		

Order Sep 00:13:00

Estimate # **1265**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority DEF

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	53	\$22,100.00	\$26,000.00	0.00	10/01/12	10/28/12	53	\$22,100.00	\$26,000.00
November 2012	13	\$5,312.50	\$6,250.00	0.00	10/29/12	10/29/12	13	\$5,312.50	\$6,250.00
Totals	66	\$27,412.50	\$32,250.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/23/12	10/29/12	M-F 6-7am M-F 6-7am	CM	6am-7am	11111--	:30	5	\$250.00	P-3	0.00 NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111--			4		\$250.00		0.00			
		Week: 10/29/12	11/04/12	1-----			1		\$250.00		0.00			
N 2	KNXV	10/23/12	10/29/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$250.00	P-3	0.00 NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 2222--			8		\$250.00		0.00			



KNXV

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Contract / Revision **315207** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 10/25/12

Order Sep 00:13:00

Advertiser **Sinema / Democrat / Congr** Product **Sinema / Democrat / Congr** Estimate # **1265**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	KNXV	10/23/12	10/29/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$250.00	P-3	0.00 NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	2-----					2	\$250.00		0.00		
N 3	KNXV	10/23/12	10/29/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	1--1---	:30	2	\$350.00	P-2	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	---1---					1	\$350.00		0.00		
Week:		10/29/12	11/04/12	1-----					1	\$350.00		0.00		
N 4	KNXV	10/23/12	10/29/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$350.00	P-3	0.00 NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-1111--					4	\$350.00		0.00		
Week:		10/29/12	11/04/12	1-----					1	\$350.00		0.00		
N 5	KNXV	10/23/12	10/29/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	11111--	:30	5	\$250.00	P-6	0.00 NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-1111--					4	\$250.00		0.00		
Week:		10/29/12	11/04/12	1-----					1	\$250.00		0.00		
N 6	KNXV	10/23/12	10/29/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	22222--	:30	10	\$550.00	P-3	0.00 NM	10	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-2222--					8	\$550.00		0.00		
Week:		10/29/12	11/04/12	2-----					2	\$550.00		0.00		
N 7	KNXV	10/23/12	10/29/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	22222--	:30	10	\$550.00	P-3	0.00 NM	10	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-2222--					8	\$550.00		0.00		
Week:		10/29/12	11/04/12	2-----					2	\$550.00		0.00		
N 8	KNXV	10/23/12	10/29/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$650.00	P-3	0.00 NM	5	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-1111--					4	\$650.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	KNXV	10/22/12-10/28/12		M-F 630pm-7pm		630pm-7pm	-TWThF----	:30		(\$650.00)		0.00 NM		
See MG 8.6														
[na for FX political MJ 10/23]														
4	KNXV	10/22/12-10/28/12		M-F 630pm-7pm		630pm-7pm	-TWThF----	:30		(\$650.00)		0.00 NM		
See MG 8.7														
[na for FX political MJ 10/25]														
6	KNXV	10/25/12-10/25/12		M-F 6pm-630pm		6pm-630pm	---Th-----	:30		\$900.00		0.00 NM		
Ⓜ MG for 8.2 10/24														
7	KNXV	10/25/12-10/25/12		M-F 10-1035pm		10pm-1035pm	---Th-----	:30		\$1,200.00		0.00 NM		
Ⓜ MG for 8.4 10/26														
Week:		10/29/12	11/04/12	1-----					1	\$650.00		0.00		
N 9	KNXV	10/23/12	10/29/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	22222--	:30	10	\$850.00	P-3	0.00 NM	10	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-2222--					8	\$850.00		0.00		



KNXV

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Advertiser **Sinema / Democrat / Congr** Product **Sinema / Democrat / Congr** Estimate # **1265**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	KNXV	10/23/12	10/29/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	22222--	:30	10	\$850.00	P-3	0.00	NM	10	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 2222--	8		\$850.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	KNXV	10/22/12-10/28/12		M-F 10-1035pm		10pm-1035pm	- TWThF----	:30		(\$850.00)		0.00	NM		
See MG 9.11															
[na for political MJ 10/18]															
11	KNXV	10/22/12-10/22/12		ABC World News M-F		5:30pm-6:30pm	M-----	:30		\$850.00		0.00	NM		
Ⓜ MG for 9.5 10/25															
Week:		10/29/12	11/04/12	2-----	2		\$850.00		0.00						
N 10	KNXV	10/27/12	10/27/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	----- 1-	:30	1	\$300.00	P-6	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----- 1-	1		\$300.00		0.00						
N 11	KNXV	10/23/12	10/28/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	----- 1	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----- 1	1		\$850.00		0.00						
N 12	KNXV	10/26/12	10/26/12	M-F 430-5am M-F 430am News	CM	430-5am	---- F--	:30	2	\$50.00	DEF	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---- F--	2		\$50.00		0.00						

*Tax 1 Note: Tax 0.5%.

Totals 66 \$32,250.00